

DETAILED ACTION

Allowable Subject Matter

1. Claims 3 and 8-9 are allowed.
2. The following is an examiner's statement of reasons for allowance:

Regarding Independent Claims 1 and 8-9, prior art of record fails to show or reasonably suggest the claimed invention taken as a whole, specifically with regards to a recommendation factor calculation subunit configured to calculate a recommendation factor for a television program by calculating with respect to each of a plurality of categories, a difference of a corresponding category evaluation value and a corresponding user preference factor, summing the calculated differences across all categories, subtracting the summation of the differences from the total number of categories and setting the value obtained as the recommendation factor for that television program.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to CARMINE MALANGONE whose telephone number is

(571)270-5682. The examiner can normally be reached on Monday - Friday, 8:30 - 5:00 EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Andrew Y. Koenig can be reached on (571)272-7296. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

C.M.

/Andrew Y Koenig/
Supervisory Patent Examiner, Art Unit 2423